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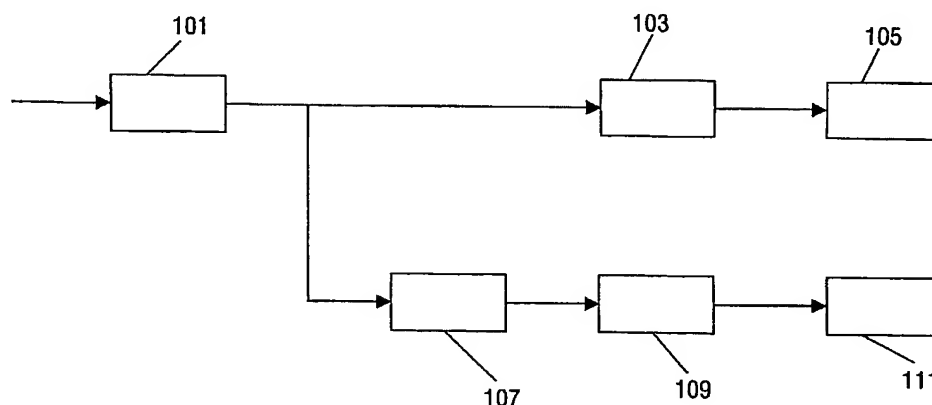
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(54) Title: A VISUAL CONTENT SIGNAL DISPLAY APPARATUS AND A METHOD OF DISPLAYING A VISUAL CONTENT SIGNAL THEREFOR



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(57) Abstract: The invention relates to a visual content signal display apparatus (100) comprising a receiver (101) which receives a visual content signal. The receiver (101) is coupled to a primary display processor (103) which is coupled to a primary display (105) and presents the visual content signal thereon. The receiver (101) is further coupled to an extraction processor (107) which extracts background content information from the visual content, signal. The background content information is fed to a secondary display processor (109) which generates a surround image on the basis of the extracted background content information. The surround image comprises visual characteristics corresponding to the visual characteristics of the image of the primary display (105). The display apparatus (100) further comprises a secondary display unit (111), coupled to the secondary display processor (109), and operable to display the surround image on a secondary display area whereby a combined display having an increased viewing angle is achieved. The surround image is preferably projected onto walls and ceiling of a room thereby providing an enhanced viewing experience.



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